

## Hair Care in Austria

Market Direction | 2023-06-05 | 26 pages | Euromonitor

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### **Report description:**

Hair care generates a healthy share of overall beauty and personal care retail sales in Austria. In 2022, hair care accounted for the second-highest retail value share in beauty and personal care, behind skin care. The demand for hair care was stable in 2022, with flat retail volume growth overall. Retail current value sales registered strong growth in 2022, but this stemmed largely from average unit price increases. Many manufacturers adjusted the prices of their products as the costs for energ...

Euromonitor International's Hair Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Hair Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2023

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Large brand portfolio and investment keep Henkel Central & Eastern Europe at the top

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